



IFSC WORLD CUP / PARACLIMBING WORLD CUP SERIES 2024 2024 SPONSORSHIPS CATEGORIES

PROCEDURE

In order to maximize the visibility of IFSC events, IFSC aims to implement exclusive sponsorship categories for both IFSC and Event Organiser. In order to do so, IFSC defined the following process:

- 1) **In applying for the events**, Event Organisers shall report to IFSC in writing a list of potential EO sponsorship categories and company names they intend to promote sales in 2024 (EO Sponsor List). After review and discussion of the EO Sponsor List, the IFSC will approve in writing to allow the Event Organisers to proceed with sales.
- 2) IFSC will have exclusivity in the following categories:

IFSC Sponsor List A - IFSC exclusive categories (already in contract)

- Airline
- Climbing Wall
- Auto-Belay
- Tyre

IFSC Sponsor List B – IFSC potential sponsors

- Network and Tele-communications
- Audio Visual Equipment and Home Appliances
- Real Estate
- Trading Conglomerates Company (Import, Export and Investment)
- Pharmaceutical products
- Healthcare products
- Automobile
- Timing
- Cosmetic
- Soft drink / Energy drink

In case Event Organisers would like to have as sponsor included in the IFSC Sponsor List B – IFSC potential sponsor they shall seek IFSC prior approval.

ADDITIONAL INFORMATION:

Event Branding, Graphic Charter & FOP Design: IFSC will work with his marketing agency Synca/Dentsu to propose improvements in the current Graphic Charter and FOP design. These improvements will be shared and discussed with the Event Organisers.

MAIN CONTACT:

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